

## Claims

What is claimed is:

1. A system for providing an interactive look-and-feel in a playing device receiving a digital broadcast, comprising:

, a signal generator which generates a digital signal comprising interleaved bits of at least one of audio, video and binary data for play on a playing device, and private data;

the private data includes an event identification for said at least one of audio, video and binary data and an indication of a number of hot-spots for linking to additional at least one of audio, video and binary data, each hot-spot being linked to said additional at least one of audio, video and binary data by link data, said link data including a set of coordinates defining a location on the playing device, link event identification indicating the additional at least one of audio, video and binary data coupled to the set of coordinates, and synchronization time indicating the temporal position of the additional at least one of audio, video and binary data;

means for broadcasting said digital signals; and

a receiver which receives said digital signal at user locations and plays at least one of said audio, video and binary data on said playing device, and is adapted to selectively exercise upon a hot-spot by reading said link data and playing said additional at least one of audio, video and binary data on said playing device.